

### AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions of claims in the application:

#### **Listing of Claims:**

1. (Currently Amended) A ~~computer system for designating rules for determining when print orders are to be generated from events occurring on a sales management database~~ comprising:
  - ~~an input device for receiving user input;~~
  - ~~a display having a first display region displaying an item to be printed and a second display region displaying a menu of events associated with said sales management database;~~
  - a processor ~~for receiving~~ configured to receive a user first input selecting said that selects an item to be printed and second input that selects one of said an event from a menu of said events relating to activity in a sales management database; and
  - [[a]] ~~storage for storing~~ configured to store an event rule relating said that relates the selected event and said-selected the item,
  - wherein, ~~upon occurrence of said selected event, the processor is configured to automatically generate a print order relating to said the item is generated in response to occurrence of the event.~~
  
2. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 1, ~~wherein said second display region includes at least one event chosen from wherein the event comprises at least one of a new contact being added to the sales management database and or a change to the sales management database indicative of a contact rising to a new status level.~~
  
3. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 1, ~~further comprising:~~
  - ~~a third display region displaying to where the~~ wherein the processor is further configured to receive third input that specifies a destination for an output of [[a]] the print order is to be sent.

4. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 1,  
~~further comprising:~~

~~a third display region displaying when~~ wherein the processor is further configured to  
receive third input that specifies a time at which a result[[s]] of said the print order are is to be  
sent to a sales contact.

5. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 1,  
~~further comprising:~~

~~a third display region displaying when~~ wherein the processor is further configured to  
receive third input that specifies a time at which a result[[s]] of said the print order are is to be  
sent to a salesperson associated with a sales contact.

6. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 1,  
wherein the item[[s]] is one of a set of items that relate to different versions of sales packets.

7. (Currently Amended) A method ~~of designating event rules comprising the steps of:~~

~~providing selecting, via a first display region, allowing selection of an item[[s]] that~~  
contains information from a sales management database;

~~providing selecting, via a second display region, allowing selection of an event[[s]] that~~  
~~may occur relating to a change in said the sales management database; and~~

~~receiving user designation of one of said items;~~

~~receiving user designation of one of said events;~~

~~wherein a print order regarding said designated item is generated upon detection of said~~  
~~designated event~~

automatically generating a print order for the item in response to detecting occurrence of  
the event.

8. (Currently Amended) The method according to claim 7, ~~wherein said~~ further comprising designating events include a the change in said sales management database in to be at least one of a new contact being added to ~~said the sales management database and or~~ a change to a data field or a table in the sales management database indicative of a contact rising to a new level of contact.

9. (Currently Amended) ~~A user~~ An interface for designating rules for determining when print orders are to be generated comprising:

a first display region ~~displaying~~ configured to display an item to be printed; and  
a second display region ~~displaying~~ configured to display a menu of events ~~associated with for occurrence in a sales management database, wherein, one of said events is selected by a user and, upon in response to occurrence of the selected an event displayed in said second display region~~ selected from the menu of events, a print order is automatically generated.

10. (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 9, further comprising:

a third display region ~~displaying when~~ configured to display a time at which an event message related to ~~said the~~ print order is to be released.

11. (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 10, wherein ~~said the~~ third display region is configured to indicate[[s]] that said the event message is to be automatically released.

12. (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 10, wherein ~~said the~~ third display region is configured to indicate[[s]] that said the print order is to be released ~~when in response to a determination that the a~~ number of events has reached a predetermined number.

13. (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 10, wherein ~~said the~~ third display region is configured to indicate[[s]] that said the print order is to be released after a period of time.

14. (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 10, wherein ~~said the~~ the third display region is configured to indicate[[s]] that ~~said the~~ print order is to be released after approval from ~~at least another~~ an entity.

15. (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 9, further comprising a third display region ~~receiving~~ configured to receive designation of a minimum inventory number.

16. (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 9, ~~wherein said item is imaged in quantity and~~ further comprising a third display region ~~receiving~~ configured to receive designation of an amount to increase ~~said a~~ quantity in which the item is to be imaged.

17. (Currently Amended) A method ~~for designating rules for generating and handling print orders in response to events in a database~~ comprising ~~the steps of:~~

displaying a list of events ~~that may occur in said~~ relating to a change in a sales management database;

receiving a selection of ~~one of said~~ an event from the list of events;

displaying a list of items ~~that may~~ to be automatically imaged in response to occurrence of at least one of ~~said the~~ events;

receiving a selection of ~~one of said~~ an item of the list of items; and

storing ~~said the~~ event selection and ~~said the~~ item selection.

18. (Currently Amended) The method ~~according to~~ of claim 17, ~~wherein, upon further~~ comprising automatically generating a print order in response to occurrence of ~~said the~~ event in ~~said the sales management database, said print order is generated, said the~~ print order including an indication that ~~said the~~ item is to be imaged.

19. (Currently Amended) The method ~~according to~~ of claim 18, ~~wherein further comprising imaging said item includes~~ printing ~~said the~~ item onto a physical medium.

20. (Currently Amended) The method ~~according to~~ of claim 18, ~~wherein imaging said item includes~~ further comprising generating an electronic version of ~~said~~ the item.

21. (Currently Amended) The method ~~according to~~ of claim 17, wherein ~~said~~ the displaying the list of items includes displaying at least one of an image business card[[s]], an image brochure[[s]], an image sales packet[[s]], an image product flyer[[s]], ~~and or~~ an image reprint[[s]].

22. (Currently Amended) The method ~~according to~~ of claim 18, wherein ~~said~~ the automatically generating the print order comprising generating the print order ~~contains~~ containing less than all information needed for imaging ~~said~~ the item.

23. (Currently Amended) The method ~~according to~~ of claim 18, further comprising ~~the step of:~~ processing ~~said~~ the print order to include additional information not present in ~~said~~ the print order.

24. (Currently Amended) The method ~~according to~~ of claim 17, further comprising ~~the step of~~ transmitting ~~said~~ the event across a network ~~of computers including the Internet~~.

25. (Withdrawn – Currently Amended) The method ~~according to~~ of claim 17, ~~wherein said database is~~ further comprising defining the list of events to relate to activity in a human resources database.

26. (Withdrawn – Currently Amended) The method ~~according to~~ of claim 17, ~~wherein said database is~~ further comprising defining the list of events to relate to activity in an inventory control database.

27. (Withdrawn – Currently Amended) The method ~~according to~~ of claim 17, ~~wherein said database is~~ further comprising defining the list of events to relate to activity in a manufacturing database.

28. (Withdrawn – Currently Amended) The method ~~according to~~ of claim 17, ~~wherein said database is further comprising defining the list of events to relate to activity in a publishing database.~~

29. (Withdrawn – Currently Amended) The method ~~according to~~ of claim 23, ~~wherein said the processing of said print order includes extracting said the additional information from a second database.~~

30. (Currently Amended) A computer-readable medium ~~storing a computer implemented method for designating rules for generating print orders in response to events in a database, said method comprising the steps of having stored thereon computer-executable instructions that, in response to execution, cause a computing device to perform operations including:~~

displaying a list of events ~~that may occur~~ capable of occurring in ~~said a sales management database;~~

receiving a selection of ~~one of said~~ an event of the list of events;

displaying a list of items ~~that may be~~ capable of being imaged in response to occurrence of at least one event of ~~said the list of~~ events;

receiving a selection of ~~one of said~~ an item of the list of items; and

storing ~~said the event selection and said the item selection.~~

31. (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, ~~wherein, the operations further including automatically generating a print order upon in response to occurrence of said the event in said the sales management database, said print order is generated, said the print order including an indication that said the item is to be imaged.~~

32. (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 31, ~~wherein imaging said item includes the operations further including, in response to the automatically generating the print order, printing said the item onto a physical medium.~~

33. (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 31, wherein imaging said the item includes the operations further including, in response to the automatically generating the print order, generating an electronic version of ~~said the~~ the item.

34. (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein said actions the displaying the list of items includes displaying at least one of an image business card[[s]], an image brochure[[s]], an image sales packet[[s]], an image product flyer[[s]], and or an image reprint[[s]].

35. (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 31, wherein said the automatically generating the print order includes generating the print order to contain[[s]] less than all information needed for imaging said the item.

36. (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 31, wherein said the operations further including processing the print order is processed to include additional information not present in said the print order as generated.

37. (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 36, wherein said the operations further including transmitting the event is transmitted across a network of computers including the Internet.

38. (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein said the database is a human resources database.

39. (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein said the database is an inventory control database.

40. (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein said the database is a manufacturing database.

41. (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein ~~said the~~ the database is a publishing database.

42. (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 36, wherein ~~said the~~ the processing of ~~said the~~ the print order includes extracting ~~said the~~ the additional information from a second database.

43. (Currently Amended) A ~~computer system for designating rules for determining when print orders are to be generated~~ comprising:  
an input device for receiving user input;  
a display having a first display region ~~displaying~~ configured to display an item to be printed and a second display region ~~displaying~~ configured to display a menu of events associated with activity in a sales management database;  
a processor ~~for receiving~~ configured to receive a user input ~~selecting that selects said the item to be printed and one of said an event from the menu of said events;~~  
a storage component ~~for storing~~ configured to store an event rule relating ~~said the selected event and said the selected item, wherein, upon in response to occurrence of said the selected event,~~ a print order relating to ~~said the~~ the item is automatically generated.

44. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 43, ~~said the~~ the display further comprising:  
a third display region ~~displaying when~~ configured to display a time at which an event message related to ~~said the~~ the print order is to be released.

45. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 44, wherein ~~said the~~ the third display region is configured to indicate ~~that said the~~ that ~~said the~~ the event message is to be automatically released.



46. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 44, wherein ~~said the~~ the third display region ~~indicates~~ is configured to indicate that ~~said the~~ the print order is to be released ~~when the~~ in response to a number of events ~~has reached~~ reaching a predetermined number.

47. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 44, wherein ~~said the~~ the third display region ~~indicates~~ is configured to indicate that ~~said the~~ the print order is to be released after a period of time.

48. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 44, wherein ~~said the~~ the third display region ~~indicates~~ is configured to indicate that ~~said the~~ the print order is to be released after approval from ~~at least another entity~~ one or more entities.

49. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 43, further comprising a third display region ~~receiving~~ is configured to receive designation of a minimum inventory number.

50. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 43, wherein ~~said item is imaged in quantity and~~ further comprising a third display region ~~receiving~~ configured to receive designation of an amount to increase ~~said a~~ a quantity in which the item is to be imaged.

51. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 43, wherein ~~said the~~ the print order includes an indication that ~~said the~~ the item is to be imaged.

52. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 51, wherein imaging ~~said the~~ the item includes printing ~~said the~~ the item onto a physical medium.

53. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 51, wherein imaging ~~said the~~ the item includes generating an electronic version of ~~said the~~ the item.

54. (Currently Amended) The ~~computer system for designating rules according to~~ of claim 51, wherein ~~said~~ the processor is part of an expert system.

55. (Withdrawn – Currently Amended) A ~~computer system for designating rules for determining when print orders are to be generated from events occurring on a human resources database comprising:~~

~~an input device for receiving user input;~~

a display having a first display region ~~displaying~~ configured to display an item to be printed and a second display region ~~displaying~~ configured to display a menu of events associated with ~~said~~ the human resources database;

a processor ~~for receiving~~ configured to receive a user first input selecting said for selection of the item to be printed and second input for selection of one of said an event from the menu of said events; and

a storage ~~for storing~~ configured to store an event rule relating ~~said the selected event and said the selected item, wherein, upon occurrence of said selected event, a print order relating to said item is generated~~

wherein the processor is further configured to automatically generate a print order for the item in response to occurrence of the event.

56. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 55, wherein ~~said second display region~~ the menu of events includes at least one of ~~events chosen from~~ addition of a new employee ~~added, a new~~ modification of an employee location, ~~a new~~ modification of an employee title, ~~a new~~ modification of an employee phone number, ~~a new~~ modification of an employee facsimile number, ~~and or a new~~ modification of an employee email address.

57. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 55, further comprising:

a third display region ~~displaying when~~ configured to display a time at which an event message related to said the print order is to be released.

58. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 57, wherein ~~said the~~ the third display region is configured to indicate[[s]] ~~said that the~~ event message is to be automatically released.

59. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 57, wherein ~~said the~~ the third display region is configured to indicate[[s]] that ~~said the~~ print order is to be released ~~when in response to the~~ a number of events has reached reaching a predetermined number.

60. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 57, wherein ~~said the~~ the third display region is configured to indicate[[s]] that ~~said the~~ print order is to be released after a period of time.

61. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 57, wherein ~~said the~~ the third display region is configured to indicate[[s]] that ~~said the~~ print order is to be released after approval from at least ~~another~~ one entity.

62. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 55, wherein ~~said the~~ the print order includes an indication that said the item is to be imaged.

63. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 62, wherein ~~imaging said the~~ the print order specifies that the item ~~includes printing said item~~ is to be printed onto a physical medium.

64. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 62, wherein ~~imaging said item includes generating the~~ the print order specifies that an electronic version of ~~said the~~ the item is to be generated.

65. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 55, further comprising:

a third display region ~~displaying when~~ configured to display a time at which a result[[s]] of said the print order are is to be sent to a client.

66. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 65, wherein ~~said the~~ the third region is configured to indicate[[s]] that said a result[[s]] of imaging the print order are is to be sent to ~~the a client when said in response to the~~ a client print order ~~has been being~~ fulfilled.

67. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 65, wherein ~~said the~~ the third display region is configured to indicate[[s]] that said the result[[s]] ~~are is~~ is to be held until a predetermined date prior to sending the ~~completed print order result~~ to the client.

68. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 65, wherein ~~said the~~ the third display region is configured to indicate[[s]] that said the result[[s]] ~~are is~~ is to be sent to a specific address.

69. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 55, wherein ~~said the~~ the processor is part of an expert system.

70. (Withdrawn – Currently Amended) A method of ~~designating event rules~~ comprising the steps of:

~~providing~~ selecting, from a first display region, ~~allowing selection of an item~~[[s]] that contains information from a human resources database;

~~providing~~ selecting, from a second display region, ~~allowing selection of an event~~[[s]] that may occur in said capable of occurring in the human resources database; and

~~receiving user designation of one of said items;~~

~~receiving user designation of one of said events;~~

~~wherein~~ automatically generating a print order regarding said for the designated item is generated upon detection of said in response to detecting the designated event.

71. (Withdrawn – Currently Amended) The method ~~according to~~ of claim 70, wherein ~~said the selecting the event~~[[s]] includes selecting a change in ~~said the~~ human resources database in at least one of a new employee being added, an employee's location changing, or an employee receiving a new title, a new phone number, a new facsimile number, or a new email.

72. (Withdrawn – Currently Amended) A ~~computer system for designating rules for determining what print orders are to be generated from events occurring on a publishing database~~ comprising:

~~an input device for receiving user input;~~

a display ~~having~~ comprising a first display region ~~displaying~~ configured to display an item to be printed and a second display region ~~displaying~~ configured to display a menu of events associated with ~~said a~~ publishing database;

a processor ~~for receiving~~ configured to receive a user first input selecting said to select the item and second input to select one of said an event from the menu of said events; and

[[a]] storage ~~for storing~~ configured to store an event rule relating ~~said the selected event and said to the selected item,~~

~~wherein, upon occurrence of said the selected event, the processor is further configured to automatically generate a print order relating to said the item is generated in response to occurrence of the event.~~

73. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 72, wherein ~~said second display region~~ the menu of events includes at least one event ~~chosen from comprising at least one of~~ a quantity of orders exceeding a predetermined number ~~and or~~ a period between filling orders reaching a predefined period.

74. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 72, further comprising:

a third display region ~~displaying~~ configured to display the a title of a publication.

75. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 72, wherein the item[[s]] relates to reprints of publications or covers of publications.

76. (Withdrawn – Currently Amended) The ~~computer system for designating rules according to~~ of claim 72, further comprising:

a third display region ~~designating~~ configured to designate a quantity over ~~the~~ a number of orders a current print job ~~should~~ is to be run.

77. (Withdrawn – Currently Amended) A method ~~of designating event rules~~ comprising the steps of:

~~providing receiving selection, via a first display region, allowing selection of items of an~~ item that contains information from a publishing database;

~~providing receiving selection, via a second display region, allowing selection of of an~~ event[[s]] ~~that may occur~~ capable of occurring in said the publishing database; and

~~receiving user designation of one of said items;~~

~~receiving user designation of one of said events;~~

~~wherein~~ automatically generating a print order regarding ~~said the~~ designating item is ~~generated upon in response to~~ detection of ~~said the~~ designated event.

78. (Withdrawn – Currently Amended) The method ~~according to~~ of claim 77, wherein ~~said~~ the receiving selection of the event[[s]] includes receiving selection of a change in ~~said the~~ publishing database in at least one of orders for a reprint of a publication exceeding a predetermined number ~~and~~ or an order remaining unfulfilled for a predetermined period of time.

79. (New) The system of claim 1, further comprising a display having a first display region configured to display the item to be printed and a second display region configured to display the menu of events associated with the sales management database.

80. (New) The system of claim 1, further comprising a monitoring component configured to monitor at least one of a data field or a data table in the sales management database for the occurrence of the event.

81. (New) The method of claim 7, wherein the detecting the occurrence of the event includes monitoring at least one of a data field or a data table of the sales management database.

82. (New) The method of claim 24, wherein the transmitting includes transmitting the event over the Internet.